



Duty Statement

☐ CURRENT ☒ PROPOSED ☐ STANDARD

Division	Classification	Position Number
Human Resources	Associate Governmental Program Analyst	549-066-5393-003
District/HQ Section	Working Title	CBID
Talent Acquisition	Recruitment Analyst	R01
Sector/HQ Unit	Reporting Location	Incumbent
Recruitment	Sacramento, CA	
State Housing (only check if required)		Supervisor Classification
<input type="checkbox"/> Required		Staff Services Manager I
Position Description		
Under the direction of the Staff Services Manager I, the Associate Governmental Program Analyst serves as Team Lead or Co-Lead, as assigned, to perform the more responsible, varied, and complex analytical, administrative and technical assignments or special projects related to developing and implementing innovative recruitment and retention strategies and programs in order to attract a qualified and diverse candidate pool, foster inclusivity and promote the Department of Parks and Recreation (DPR) as an employer of choice. All employees are responsible for contributing to an inclusive, safe, and secure work environment that values diverse cultures, perspectives, and experiences, and is free from discrimination.		
Essential Functions		
Percentage	Task	
35%	Education and Outreach Development and Management Create, develop and implement Recruitment Plan and Calendar; an annual recruitment plan based on input from all stakeholders and action calendar to ensure proper utilization of Department resources. Research best-practices on recruitment and outreach strategies in alignment with WPRO workforce planning goals, departmental and community needs. Analyze methods, develop, and implement delivery of recruitment best practices for a highly qualified and diverse candidate pool. Coordinate with Departmental staff (e.g., Personnel, Human Rights, Communications, Interpretations, Exams, LEAP Coordinators, Volunteers in Parks, and others) to develop, implement and ensure recruitment strategies and goals are successful and met within timelines. Create, develop and maintain annual travel and membership(s) budget for recruitment outreach and education events, providing continuous assessment to ensure effectiveness. Negotiate costs for attendance when applicable with organizational contacts. Coordinate with Park Districts, Contracts, and Accounting units as well as outside stakeholders to ensure proper cost allocation within Department and funding from private entities is utilized properly. Develop, create and implement education and outreach presentations and materials to coordinate and participate in WRPO outreach and education efforts via career or job fairs, conferences, academic institutions, or other recruitment, outreach or education events. Develop and implement education to internal stakeholders for the outreach and recruitment of a qualified and diverse candidate pool to host/participate at various district level events. Attend, host and present at events, including career/job fairs, cultural events, community events, education workshops, departmental events to employer of choice and attract a highly qualified and diverse candidate pool. This includes outreach to underserved or historically marginalized communities and educate on obstacles for positions traditionally excluded or prevented from applying. Develop, create, and implement innovative and non-traditional means for outreach and education to reach a wider audience, such as podcasts, online job sourcing, etc.	
20%	Marketing Development and Management Develop, create and implement campaigns to promote DPR as an employer of choice, recreational destination, inclusive department with opportunities to start or advance a career. Develop, create and manage social media plan across various platforms, while engaging with followers. Develop/create campaign ads, targeted emails, media images and videos for education and outreach efforts in accordance with current WRPO recruitment strategies on social media, internet ad platforms, and other recruitment sources. Develop/create materials meant for distribution for recruitment campaigns, outreach, and education presentations or promotion by established dates for events or publications. Ensure appropriate distribution, advertising, and display ensuring material format is efficient, complete, and easily understandable. Analyze outreach effectiveness and determine best methods of deployment. Maintain online presence on behalf of DPR specifically for recruitment. Ensures ease of access to online information for prospective employees.	

15%	Research Analysis and Reporting Develop, create, implement and maintain tracking systems for recruitment and outreach related activity data. Perform trend analysis to measure effectiveness and develop a variety of reports on outreach and education activities. Develop systems to track, analyze and improve recruitment and retention strategies data. Analyze recruitment efforts data and develop reports for review by districts, executive staff agency, outside stakeholders, and public, including research of recruitment and retention trends. Collaborate with departmental stakeholders to evaluate workforce reward and retention strategies. Evaluate recruitment and outreach impacts at DPR and recommend strategies to address near - and long-term workforce gaps. In accordance with DPR and WRPO established processes and best practices, develop and manage an evaluation system for recruitment activities. Provide feedback and recommendations to management and lead staff on the workforce planning, recruitment, and retention strategies and priorities based on evaluation and experience data and forecasting trends assigned for review and research. Maintain discretion and uphold State and Departmental policies regarding confidential information regarding Departmental vacancies and forecasting.	
15%	Onboarding Education & Quality Management Provide employment education meant to demystify the state hiring process, attract a qualified and diverse candidate pool. Provide application assistance through hands on, one-on-one and follow-up with prospective employees unfamiliar with navigating state hiring processes. Develop/create educational material for hiring process, exam process, career development, etc. Manage inquiries received through the Recruitment Email inbox. This includes determining if the customer is inquiring about general information or position specific information, resolving general inquiries by responding via email or telephone, and appropriately routing more complex inquiries for resolution. Develop, create, implement and maintain virtual resources, such as an online Career Center, for existing staff interested in career development and those looking to start a career with DPR. Coordinate with interdepartmental stakeholders for design, content and resources. Develop, create, implement several surveys for customers regarding needs, satisfaction of services, understanding of exam/hiring process, demographics, etc. Participate in workgroups, trainings, and forums meant to develop, improve or learn best practices for recruiting a qualified and diverse candidate pool.	
10%	Stakeholder Outreach Develop and establish professional relationships with internal and external stakeholders, community organizations, educational institutions, military and professional organization meant to expand recruitment efforts. Research and identify potential employee pathways and possible apprenticeship and internship programs with internal and external stakeholders as part of the WRPO's workforce planning efforts. Engage with internal and external stakeholders. Log contacts to ensure proper follow-up and to identify areas of need not currently addressed. Maintain up to date contact information for each stakeholder and engage in proactive communications.	
Marginal Functions		
Percentage	Task	
5%	Performs other job related duties as necessary for operational continuity.	
Typical Working Conditions		
Special Requirements		
A valid California's Driver's License (Class C). This position requires significant travel including some evenings or weekends.		
<i>The statements contained in this job description reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. The incumbent of this position may perform other duties (commensurate with this classification) as assigned, including work in other functional areas to cover during absences, to equalize peak work periods or to otherwise balance the workload.</i>		
Supervisor Statement		
I certify this duty statement represents an accurate description of the essential functions of this position. I have discussed the duties of this position with the employee and provided the employee a copy of this duty statement.		
Supervisor Name (PRINT or TYPE)	Supervisor Signature	Date
Employee Statement		
I certify I have read, understand and can perform the duties of this position either with or without reasonable accommodation. I have discussed these duties with my supervisor and have been provided a copy of this duty statement.		
Employee Name (PRINT or TYPE)	Employee Signature	Date